ORDER

FIRST COAST NEWS

Orders	Order / Rev:	723906		
	Alt Order #:	06387448		FIRST FOR YOU
	Product Desc:	YOHO/CONGRESS #1965		A GANNETT COMPANY
	Estimate:			WJXX-TV
	Flight Dates:	10/23/12 - 11/05/12	Primary AE:	Jorge Motta
	Original Date / Rev:	10/22/12 / 10/29/12	Sales Office:	T-SF
	Order Type:	Political	Sales Region:	NAT
Agency	Name:	Dresner Wickers & Associates/ POL		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1819 Polk Street #373	Billing Cycle:	EOM/EOC
		San Francisco, CA 94109	Agency Commission:	15%
Advertiser	Name:	Yoho T/ R/ Congress		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL-US House Representative	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	DIR, GEN, POL	Agency External ID:	

Bill Plan

Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	24	\$3,130.00	\$2,660.50	October 2012	24	\$3,130.00	\$2,660.50	0.00
10/29/12	11/05/12	34	\$4,645.00	\$3,948.25	November 2012	34	\$4,645.00	\$3,948.25	0.00
					Totals	58	\$7,775.00	\$6,608.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jorge Motta			Start Of Order - End Of Order	100%

_Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
1	WJXX	10/23/1	2 10/26/12	GMJ	CM	M-F 6a-7a	- TWTF	:30	4	\$90.00 P-3	0.00 NM	4	\$360.00
				M-F 6a-7a									
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10/2	22/12	10/28/12	- TWTF	4	\$90.00	0.00						
2	WJXX	10/29/1	2 11/02/12	GMJ	CM	M-F 6a-7a	MTWTF	:30	5	\$90.00 P-3	0.00 NM	5	\$450.00
				M-F 6a-7a									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	29/12	11/04/12	MTWTF	5	\$90.00	0.00						
3	WJXX	11/05/1	2 11/05/12	GMJ	CM	M-F 6a-7a	M	:30	1	\$90.00 P-3	0.00 NM	1	\$90.00
				M-F 6a-7a									
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 11/0	05/12	11/11/12	M	1	\$90.00	0.00						
4	WJXX	10/23/1	2 10/26/12	Good Morning Ar	nerica CM	M-F 7a-9a	- TWTF	:30	4	\$110.00 P-3	0.00 NM	4	\$440.00
				M-F 7a-9a									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	22/12	10/28/12	- TWTF	4	\$110.00	0.00						
5	WJXX	10/29/1	2 11/02/12	Good Morning Ar	nerica CM	M-F 7a-9a	МГЖГБ	:30	5	\$110.00 P-3	0.00 NM	5	\$550.00
				M-F 7a-9a									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/2	29/12	11/04/12	MTWTF	5	\$110.00	0.00						
6	WJXX	11/05/1	2 11/05/12	Good Morning Ar	nerica CM	M-F 7a-9a	M	:30	1	\$110.00 P-3	0.00 NM	1	\$110.00
				M-F 7a-9a									
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 723906 Advertiser: Yoho T/ R/ Congress

Alt Order #: 06387448 Product Desc: YOHO/CONGRESS #1965 WJXX-TV

Flight Dates: 10/23/12 - 11/05/12 Estimate:

M-F 7a-9a M-F 7a-9a Week: 11/05/12 11/11/12 M 1 \$110.00 0.00 0.00 0.00	10.00	Am	Spots	Rtg Type	Rate Pri	S	Spots	Len S	Days	ime l	Start/End T	Break		ory Code	Invento	End	Start	Ln Ch
Week: 11/05/12 11/11/12 M 1 \$110.00 0.00 7 WJXX 10/27/12 11/03/12 GMA Saturday GMA Saturday GMA Saturday CM GMA Saturday GMA Saturday SSSSSSSS		\$	1	0.00 NM	5110.00 P-3	1		:30		M-	M-F 7a-9a	CM	nerica (_		12 11/05/12	11/05/	6 WJXX
Start Date End Date Weekdays Spots/Week Rate Rating									•				Spots/					
Week: 10/22/12 10/28/12 10/28/12 10/28/12 \$85.00 0.00 8 WJXX 10/28/12 11/04/12 GMJ Sunday GMJ Sunday GMJ Sunday GMJ Sunday GMJ Sunday GMJ Sunday CM Sun 7a-730a S :30 1 \$55.00 P-3 0.00 NM 2 \$11 Start Date End Date End Date Weekdays Week: 10/22/12 10/28/12 Spots/Week Rate Rating Rating No.00 No.00 NM 0 \$30 \$55.00 P-3 0.00 NM 0 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$1 \$10 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11 \$11	70.00	\$	2	0.00 NM	\$85.00 P-3	1	,	:30	S-	ay	GMA Saturd	СМ	(12 11/03/12	10/27/	7 WJXX
Week: 10/29/12 11/04/12 11/04/12 GMJ Sunday Spots/Week Rate Rating Week: 10/22/12 10/28/12 11/04/12S 1 \$55.00 0.00									•				Spots/					
Start Date End Date Weekdays Spots/Week Rate Rating 0.00	40.00			0.00.1114	A 55.00 D .0)	0.00	\$85.00	1				11/04/12	/29/12	Week: 10
Week: 10/22/12 10/28/12 S 1 \$55.00 0.00 Week: 10/29/12 11/04/12 S 1 \$55.00 0.00 E 9 WJXX 10/28/12 11/04/12 GMA Sunday CM GMA Sunday S :30 1 \$50.00 P-5 0.00 NM 0 \$ Start Date Start Date Start Date Weekdays 10/22/12 Weekdays 10/22/12 Spot Start/End Time Start/End T	10.00	\$	2	0.00 NM	\$55.00 P-3	1	•	:30			_			unday	GMJ St			
E 9 WJXX 10/28/12 11/04/12 GMA Sunday									•				Spots/	<u>days</u> S	Week			
Start Date End Date Weekdays Spots/Week Rate Rating	4 0.00			0.00.104	A 50.00 D .5													(
Week: 10/22/12 10/28/12 1 \$50.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WJXX 10/22/12-10/28/12 GMA Sunday GMA Sunday Su :30 (\$50.00) 0.00 NM Credited [CR] Veek: 10/29/12 11/04/12 S 1 \$50.00 0.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 WJXX 10/29/12-11/04/12 GMA Sunday GMA Sunday	\$0.00		0	0.00 NM	\$50.00 P-5	1	•	:30			_			Sunday	GMA S			
1 WJXX 10/22/12-10/28/12 GMA Sunday GMA Sunday Su :30 (\$50.00) 0.00 NM Credited [CR] Week: 10/29/12 11/04/12S 1 \$50.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 WJXX 10/29/12-11/04/12 GMA Sunday GMA Sunday Su :30 (\$50.00) 0.00 NM									•				Spots/					
Credited [CR] Week: 10/29/12				<u> </u>										_				
Week: 10/29/12 11/04/12 S 1 \$50.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 WJXX 10/29/12-11/04/12 GMA Sunday GMA Sunday Su :30 (\$50.00) 0.00 NM				0.00 14171	(ψου.υυ)	.3	- Su				Suriuay	GIVIA		uay	SIVIA SUITO	2-10/20/12 (edited	Cr
2 WJXX 10/29/12-11/04/12 GMA Sunday GMA SundaySu :30 (\$50.00) 0.00 NM				D: T	5.			.,		0.00							/29/12	Week: 10
Credited														_				
[CR]																		_
10 WJXX 10/28/12 11/04/12 This Week 10A CM Sun 10a-11a - eff {S :30 1 \$150.00 P-3 0.00 NM 2 \$30 Sun 10a-11a - eff 6/7	00.00	\$3	2	0.00 NM	150.00 P-3	1		:30	S	- eff (Sun 10a-11a	CM				12 11/04/12	10/28/	10 WJXX
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12S 1 \$150.00 0.00									•				Spots/					
Week: 10/29/12 11/04/12S 1 \$150.00 0.00			<u> </u>															
11 WJXX 10/23/12 10/26/12 FCN News at 5pm CM M-F 5p-5:30p - TWTF :30 2 \$80.00 P-3 0.00 NM 2 \$16 M-F 5-5:30pm	60.00	\$	2	0.00 NM	\$80.00 P-3	2	2	:30	ΓWΓF) - [И-F 5p-5:30	CM	n (12 10/26/12	10/23/	11 WJXX
<u>Start Date </u>									•				Spots/					
	60.00	\$	2	0.00 NM	\$80.00 P-3	2	2	:30	ГWГF) M		СМ	n (•				
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MTWTF 2 \$80.00 0.00			İ						•				Spots/	days_	Week			
13 WJXX 10/23/12 10/26/12 FCN News at 5:30 CM M-F 5:30p-6p - TWTF :30 2 \$110.00 P-3 0.00 NM 2 \$22 M-F 5:30-6pm	20.00	\$2	2	0.00 NM	110.00 P-3	2	2	:30	TWTF) - [И-F 5:30p-6	CM	0 0			12 10/26/12	10/23/	13 WJXX
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - TWTF 2 \$110.00 0.00									•				Spots/	days	Week			
14 WJXX 10/29/12 11/02/12 FCN News at 5:30 CM M-F 5:30p-6p MTWTF :30 3 \$110.00 P-3 0.00 NM 3 \$33 M-F 5:30-6pm	30.00	\$3	3	0.00 NM	110.00 P-3	3	;	:30	ΓWTF) M	И-F 5:30p-6	CM	0 (12 11/02/12	10/29/	14 WJXX
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 <u>MTWTF</u> 3 \$110.00 0.00									•				Spots/					
15 WJXX 10/23/12 10/26/12 FCN News at 6 CM M-F 6p-6:30p - TWTF :30 2 \$130.00 P-3 0.00 NM 2 \$26 M-F 6-6:30pm	60.00	\$2	2	0.00 NM	130.00 P-3	2	2	:30	ГWГF) - [И-F 6p-6:30	CM	(12 10/26/12	10/23/	15 WJXX
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF 2 \$130.00 0.00									•				Spots/					_
16 WJXX 10/29/12 11/02/12 FCN News at 6 CM M-F 6p-6:30p MTWTF :30 3 \$130.00 P-3 0.00 NM 3 \$39 M-F 6-6:30pm	90.00	\$3	3	0.00 NM	130.00 P-3	3	;	:30	ГWГF) M	И-F 6р-6:30	CM	(12 11/02/12	10/29/	16 WJXX
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 MTWTF 3 \$130.00 0.00									•				Spots/					
17 WJXX 10/23/12 10/26/12 FCN News at 7p CM M-F 7p-7:30p - TWTF :30 1 \$275.00 P-3 0.00 NM 1 \$27 M-F 7-7:30p	75.00		-		075 00 D 0				rwrr			20.4						
Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 - TWFF - 1 \$275.00 0.00		\$2	1	0.00 NM	275.00 P-3	1 :	•	:30	WIF) -,	И-F 7p-7:30	الاار	(•		12 10/26/12	10/23/	17 WJXX

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Order / Rev: 723906 Advertiser: Yoho T/ R/ Congress

Alt Order #: 06387448 Product Desc: YOHO/CONGRESS #1965 WJXX-TV

Flight Dates: 10/23/12 - 11/05/12 Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
18 WJXX 10/29/12 11/02/12	FCN News at 7p CM M-F 7-7:30p	М-F 7р-7:30р МТWГF	:30 1	\$275.00 P-3	0.00 NM	1	\$275.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>End Date</u>	Weekdays Spots/Week MTWTF 1	Rate Rating 9.00					
19 WJXX 11/05/12 11/05/12	FCN News at 7p CM M-F 7-7:30p	M-F 7p-7:30p M	:30 1	\$275.00 P-3	0.00 NM	1	\$275.00
Start Date End Date Week: 11/05/12 11/11/12	Weekdays Spots/Week M 1	\$275.00 0.00					
E 20 WJXX 10/27/12 11/03/12	FCN Sat News at 6:30 CM Sat 6:30-7p/7p news after footl	Sat FCN News WeS-	:30 1	\$150.00 P-3	0.00 NM	1	\$150.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays Spots/Week	<u></u>					
<u>Spot Ch Date Range D</u> 1 WJXX 10/22/12-10/28/12 F		t/End Time FCN News W	<u>Weekdays Le</u> Sa		Rtg Type 0.00 NM		
Unresolved [Preempted - Football ra	an ended 7:47 JIP Road to CMA	at that time]					
Week: 10/29/12 11/04/12	S- 1	\$150.00 0.00					
21 WJXX 10/28/12 11/04/12	ABC World News Week € M Sat-Sun 6p-630p	Sat-Sun 6-630pSS	:30 1	\$175.00 P-3	0.00 NM	2	\$350.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays Spots/Week	\$175.00 0.00					
Week: 10/29/12 11/04/12	S 1	***************************************				_	
22 WJXX 10/23/12 10/28/12	M-Su 11-11:35p	M-Su 11p-11:35p - TWTFSS	3 :30 4	\$225.00 P-3	0.00 NM	4	\$900.00
Start Date End Date Week: 10/22/12 10/28/12	Weekdays Spots/Week - TWTFSS Spots/Week						
23 WJXX 10/29/12 11/02/12	FCN News at 11pm CM M-Su 11-11:35p	M-Su 11p-11:35p MTWTF	:30 5	\$225.00 P-3	0.00 NM	5	\$1,125.00
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week MTWTF 5						
24 WJXX 11/05/12 11/05/12	FCN News at 11pm CM M-Su 11-11:35p	M-Su 11p-11:35p M	:30 1	\$225.00 P-3	0.00 NM	1	\$225.00
Start Date	Weekdays Spots/Week M 1	Rate Rating 0.00					
25 WJXX 10/28/12 11/04/12	First Coast News On Poi@M First Coast News On Point	First Coast News (S	:30 1	\$50.00 P-3	0.00 NM	2	\$100.00
Start Date	Weekdays Spots/Week	Rate Rating 0.00					
Week: 10/29/12 11/04/12	S 1	\$50.00 0.00					

Totals 58 \$7,775.00